CLAIMS

Having thus described the aforementioned invention, I claim:

1.　　A system for voice mail advertising, said system comprising:

at least one server programmed to execute a process including

5　　　　selecting an advertisement for playback,

playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement, and

billing an advertiser if said caller did not terminate playback of said
10　　advertisement.

2.　　The system of Claim 1 wherein said process further includes reading a plurality of user information.

3.　　The system of Claim 1 wherein said process further includes a user customizing said advertisement.

15　　4.　　The system of Claim 1 wherein said process step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

5.　　The system of Claim 1 further including a telephone router for routing an unanswered telephone call to said at least one server.

20　　6.　　The system of Claim 1 further including a telephone router for routing an unanswered telephone call to said at least one server, said unanswered telephone call being directed originally to a cellular telephone user.

7.    A system for voice mail advertising, said system comprising:

a telephone router;

a storage component for advertisements and messages;

an input/output component for communicating with said telephone router;

5    and

a processing component executing a process including

customizing said advertisement by a user,

reading a plurality of user information,

selecting an advertisement for playback,

10        playing said advertisement to a caller;

determining whether said caller terminated playback of said
advertisement, and

billing an advertiser if said caller did not terminate playback
including charging said advertiser an advertiser fee and crediting a user a

15    portion of said advertiser fee.

8.    A system for voice mail advertising, said system comprising:

a means for routing an unanswered telephone call from a caller to a user;

a means for playing an advertisement for said caller;

a means for billing an advertiser for playing said advertisement;

20    a means for crediting said user; and

a means for receiving a message from said caller.

9.    The system of Claim 8 wherein said user is a cellular telephone user.

10.    A system for voice mail advertising, said system comprising:

at least one server programmed to execute a process including

    customizing said advertisement by a user,

5          reading a plurality of user information,

    selecting an advertisement for playback,

    playing said advertisement to a caller;

    determining whether said caller terminated playback of said advertisement, and

10        billing an advertiser if said caller did not terminate playback including charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee; and

a telephone router for routing an unanswered telephone call to said at least one server, said unanswered telephone call being originally directed to a cellular

15   telephone user.

11.    At least one computer programmed to execute a process for voice mail advertising, the process comprising

    selecting an advertisement for playback;

    playing said advertisement to a caller;

20        determining whether said caller terminated playback of said advertisement; and

    billing an advertiser if said caller did not terminate playback.

12.    The process of Claim 11 wherein said step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

13.    The process of Claim 11 further including reading a plurality of user information.

14.    The process of Claim 11 further including customizing said advertisement by a user.

15.    A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for voice mail advertising, said method comprising:

selecting an advertisement for playback;

playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement; and

billing an advertiser if said caller did not terminate playback.

16.    The process of Claim 15 wherein said step of billing said advertiser includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

17.    The process of Claim 15 further including reading a plurality of user information.

18.    The process of Claim 15 further including customizing said advertisement by a user.

19.    Computer readable media tangibly embodying a program of instructions executable by a computer to perform a method of voice mail advertising, said method comprising:

selecting an advertisement for playback;

5    playing said advertisement to a caller;

determining whether said caller terminated playback of said advertisement; and

billing an advertiser if said caller did not terminate playback.

20.    The process of Claim 19 wherein said step of billing said advertiser

10    includes charging said advertiser an advertiser fee and crediting a user a portion of said advertiser fee.

21.    The process of Claim 19 further including reading a plurality of user information.

22.    The process of Claim 19 further including customizing said

15    advertisement by a user.